## ABSTRACT OF THE DISCLOSURE

A method for generating packet-based transmission control parameters includes (a) receiving class information of an audio-video (AV) application and characteristic information of an AV packet, from the AV application, (b) receiving status information of a wireless channel and buffer storage time information of the AV packet, from a medium access control (MAC) layer, and (c) generating and outputting the packet-based transmission control parameters on the basis of the received information. In addition, a selective retransmission method includes (a) transmitting packets of an MPEG-2 frame in real-time, (b) checking for any transmission error after the transmission, and (c) if any transmission error is generated, retransmitting only packets of an I-frame. Therefore, it is possible to efficiently support AV service in wireless communication by dynamically controlling transmission control parameters according to a buffer status and by reflecting the characteristics of the AV frames.